CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

GMMB
3050 K St. NW
Suite 800
Washington, DC 20007

Contract / Revision	Alt Order #
355427 /	06851924

Product
(D) For President

Contract Dates	Estimate #
09/13/12 - 09/19/12	**1764**

Advertiser	Original Date / Revision
Obama for America	09/12/12 / 09/14/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTMJ	Anjanette Brady	Petry-Philadelph

Special Handling

Demographic
Households

IDB#	Advertiser Code	Product Code
	95	101

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/13/12	09/14/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$250.00							
N 2	WTMJ	09/13/12	09/14/12	Today Show M-F	7a-9a		:30			NM	1	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	2	$500.00							
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type				
1	*WTMJ*	*09/10/12-09/16/12*	*Today Show M-F*	*7a-9a*	- - - - ThF - - - -	*:30*	*~~$500.00~~*	*NM*				
	Credited											
N 3	WTMJ	09/13/12	09/14/12	The Morning Blend	9a-10a		:30			NM	1	$75.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$75.00							
N 4	WTMJ	09/13/12	09/14/12	Today Show II	10a-11a		:30			NM	1	$125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$125.00							
N 5	WTMJ	09/13/12	09/14/12	Today Show III	11a-12n		:30			NM	1	$125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$125.00							
N 6	WTMJ	09/13/12	09/14/12	Live at Noon	12p-1230p		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$250.00							
N 7	WTMJ	09/17/12	09/19/12	Live at 12:30	1230p-1p		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	MTW- - - -	1	$250.00							
N 8	WTMJ	09/13/12	09/14/12	Days of Our Lives	1p-2p		:30			NM	1	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$200.00							
N 9	WTMJ	09/13/12	09/14/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$100.00							
N 10	WTMJ	09/13/12	09/14/12	Live at 4:00 News	4p-430p		:30			NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	- - - TF - -	1	$300.00							

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
355427 /	06851924

Contract Dates	Product	Estimate #
09/13/12 - 09/19/12	(D) For President	**1764**

Advertiser	Original Date / Revision
Obama for America	09/12/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 11	WTMJ	09/17/12	09/19/12	Live at 5 News	5p-530p		:30			NM	1	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	1	$600.00						
N 12	WTMJ	09/15/12	09/15/12	Live at 5 Saturday	5p-530p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	- - - - - S-	1	$400.00						
N 13	WTMJ	09/16/12	09/16/12	Live at 5 Sunday	5p-530p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	- - - - - - S	1	$400.00						
N 14	WTMJ	09/13/12	09/14/12	Access Hollywood	630p-7p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	- - - TF- -	2	$400.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WTMJ*	*09/10/12-09/16/12*		*Access Hollywood*	*630p-7p*	- - - - ThF- - - -	*:30*		*~~$400.00~~*	*NM*		
	Credited											
N 15	WTMJ	09/17/12	09/17/12	The Voice	7-9pm		:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	M- - - - - -	1	$2,500.00						
N 16	WTMJ	09/18/12	09/18/12	The Voice	7p-8p		:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	- T- - - - -	1	$2,500.00						
N 17	WTMJ	09/19/12	09/19/12	Law & Order SVU	8p-9p		:30			NM	1	$1,750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	- - W- - - -	1	$1,750.00						
N 18	WTMJ	09/13/12	09/14/12	Live at 10pm M-F	10p-1035p		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	- - - TF- -	1	$1,250.00						
N 19	WTMJ	09/17/12	09/19/12	Tonight Show	1035p-1137p		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	1	$500.00						
N 20	WTMJ	09/17/12	09/19/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	1	$250.00						
N 21	WTMJ	09/17/12	09/19/12	Today Show M-F	7a-9a		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	2	$500.00						
N 22	WTMJ	09/17/12	09/19/12	The Morning Blend	9a-10a		:30			NM	2	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	2	$75.00						
N 23	WTMJ	09/17/12	09/19/12	Today Show II	10a-11a		:30			NM	2	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	2	$125.00						
N 24	WTMJ	09/17/12	09/19/12	Today Show III	11a-12n		:30			NM	2	$250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	2	$125.00						
N 25	WTMJ	09/17/12	09/19/12	Days of Our Lives	1p-2p		:30			NM	2	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	MTW- - - -	2	$200.00						
N 26	WTMJ	09/17/12	09/19/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	2	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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Obama for America	09/12/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:	Start Date 09/17/12	End Date 09/23/12	Weekdays MTW----	Spots/Week 2	Rate $100.00							
N 27	WTMJ	09/17/12	09/19/12	Access Hollywood	630p-7p		:30			NM	1	$400.00
Week:	Start Date 09/17/12	End Date 09/23/12	Weekdays MTW----	Spots/Week 2	Rate $400.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WTMJ*	*09/17/12-09/23/12*		*Access Hollywood*	*630p-7p*	MTuW-------	*:30*		*~~$400.00~~*	*NM*		
	Credited											
N 28	WTMJ	09/17/12	09/19/12	Live at 10pm M-F	10p-1035p		:30			NM	1	$1,250.00
Week:	Start Date 09/17/12	End Date 09/23/12	Weekdays MTW----	Spots/Week 1	Rate $1,250.00							
N 29	WTMJ	09/15/12	09/15/12	Sat NBC Prime	7p-9p		:30			NM	1	$400.00
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays -----S-	Spots/Week 1	Rate $400.00							
N 30	WTMJ	09/16/12	09/16/12	Sunday Insight	10am-1030am		:30			NM	1	$300.00
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays ------S	Spots/Week 1	Rate $300.00							
N 31	WTMJ	09/16/12	09/16/12	The Unit - Sunday 1130pm	11:30pm-12:30am		:30			NM	2	$150.00
Week:	Start Date 09/10/12	End Date 09/16/12	Weekdays ------S	Spots/Week 2	Rate $75.00							
N 32	WTMJ	09/17/12	09/18/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$250.00
Week:	Start Date 09/17/12	End Date 09/23/12	Weekdays MT-----	Spots/Week 1	Rate $250.00							
									Totals		39	$17,725.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/19/12	39	$17,725.00	$15,066.25
Totals	39	$17,725.00	$15,066.25

Signature: _____ **Date:** _____

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